

## AMENDMENTS TO THE CLAIMS

Pursuant to 37 C.F.R. § 1.121 the following listing of claims will replace all prior versions, and listings, of claims in the application.

1. (Withdrawn) A method for presenting to a user at a station connected to a distributed computer network, relevant areas of distributed computer network sites, comprising, the steps of:

receiving across the distributed computer network an indication of a mind set of the user in navigating the network, wherein the mind set indicates a navigational goal of the user over the distributed computer network;

cross-referencing the indicated user mind set with a mind set data store of potential user goals to find at least one indicated goal;

cross-referencing the indicated user goal with a service data store of a set of services,  
the set of services potentially reflecting the navigational goal of the user mind set;

matching the set of services in the cross-referencing step with a list of service providers that provide the set of services that potentially reflect the navigational goal of the user; and,

displaying the list of services and service providers to the user at the station.

2. (Withdrawn) A method as in claim 1, further comprising, the step of:  
offering the user a promotion associated with a service provider that relates to the received user mind set.



6. (Withdrawn) A method as in claim 5, further comprising, the a step of:  
outlining an activity history that reflects the received user response on a visual display at  
the station.
7. (Withdrawn) A method as in claim 6, further comprising, the step of:  
recording the activity history electronically.
8. (Withdrawn) A method as in claim 7, further comprising, the step of:  
transmitting the electronically stored activity history.
9. (Withdrawn) A method as in claim 8, further comprising using the transmitted  
electronically stored activity history for a customization of a navigational environment.
10. (Withdrawn) A method as in claim 5, further comprising, the step of:  
offering the user an additional enhancement wherein the additional enhancement  
comprises a promotion associated with a service provider that relates to the received user response.
11. (Withdrawn) A method as in claim 5, wherein the station is at least one of a  
personal computer, a pager, a Web-enabled phone, a personal digital assistant (PDA), a pen-based  
platform, a wireless digital platform, and a voice-based platform.
12. (Withdrawn) A method as in claim 5, further comprising, the step of:  
generating a fee to the service provider each time a service associated with the service  
provider is presented to the user.





potentially reflecting the navigational goal of the user, matches the set of cross-referenced services with a list of service providers that provide that set of services, and displays the list of services and service providers to the user at the station.

20. (Withdrawn) A system as in claim 19, wherein the station is at least one of a personal computer, a pager, a Web-enabled phone, a personal digital assistant (PDA), a pen-based platform, a wireless digital platform, and a voice-based platform.

21. (Currently Amended) A method for presenting to a user viewing content at a station connected to a distributed computer network, relevant areas of distributed computer network sites, comprising the steps of:

maintaining ads for the user at the station across the distributed computer network, the user station allowing the user to retrieve information containing content;

identifying a set of relevancy rules which are used for indicating a level of relevancy of each ad to the content of the information retrieved ~~free of information about the user~~;

accessing the information retrieved by the user to extract the content according to ~~the a~~ set of extracting rules;

parsing the content of the information ~~by~~ into objects;

targeting the ads to the content by applying the ~~identified set of~~ relevancy rules to the objects, free of information about the user; and

displaying the targeted ads at the station with the content.

22. (Previously Presented) A method as in claim 21 wherein the station is at least one of a personal computer, a pager, a Web-enabled phone, a personal digital assistant (PDA), a pen-based platform, a wireless digital platform, and or a voice-based platform.

23. (Withdrawn) A method for presenting to a user at a station connected to a distributed computer network, relevant areas of distributed computer network sites, comprising, the steps of:

- identifying a first set of objects relevant to services provided by a service provider;
- mapping the first set of objects to the service provided by the service provider;
- parsing a second set of objects relevant to content in a document;
- grouping the second set of objects relevant to content in a document;
- cross-referencing the first set of objects with the second set of objects to determine targeted services; and

sending targeted services to the user across the distributed computer network.

24. (Withdrawn) A method as in claim 23, wherein the station is at least one of a personal computer, a pager, a Web-enabled phone, a personal digital assistant (PDA), a pen-based platform, a wireless digital platform, and a voice-based platform.

25. (Withdrawn) A method as in claim 23, further comprising the step of:  
generating a fee to the service provider associated with the sent targeted service.

26. (Withdrawn) A method as in claim 23, further comprising the step of:  
receiving from the user a user selection.

27. (Previously Presented) A system as in claim 15, wherein the targeted ad is presented to the user in at least one of static text, Hyper Text Markup Language, image, Flash, ~~and~~ or rich media format.

28. (Previously Presented) A system as in claim 15, wherein an advertiser has purchased a right to advertise the targeted ads maintained by at least one of the ad server, an ad network, ~~and~~ or an affiliate network.

29. (Previously Presented) A system as in claim 15, wherein the objects parsed by the match maker are at least one of a keyword, a key phrase, or a structural relationship of at least one of multiple keywords, multiple key phrases, a keyword with a key phrase, or multiple keywords with multiple key phrases.

30. (Previously Presented) A system as in claim 29, wherein said at least one key word, a key phrase, ~~and~~ or structural relationship was purchased by an advertiser for targeted advertising.

31. (Currently Amended) A system as in claim 15, wherein the relevancy rules relate to at least one of a keyword, a key phrase or a structural relationship of at least one of multiple keywords, multiple key phrases, a keyword with a key phrase, or multiple keywords with multiple key phrases that was purchased by an advertiser for targeted advertising and wherein the data store stores a price at which said at least one key word, key phrase, or structural relationship was purchased or a performance measurement of the targeted ad associated with the purchased at least one key word, key phrase, or structural relationship.







51. (Previously Presented) The method of claim 49, wherein determining at least one similar document comprises determining that a document is similar if the content of the information retrieved contains a reference to the document.

52. (Previously Presented) The method of claim 49, wherein supplementing includes replacing at least a portion of the content of the information retrieved with at least a portion of the content of the at least one similar document.

53. (Previously Presented) The method of claim 21, wherein step of parsing the content of the information retrieved comprises:

identifying a description of the content used by another document that references the content; and

analyzing the content of the description to identify a topic for the content of the information retrieved.

54. (Previously Presented) The method of claim 21, wherein the step of parsing the content of the information retrieved comprises:

identifying a description of the content used by another document that references the content;

supplementing the content of the information retrieved with the description; and

analyzing the supplemented content to identify a topic for the content of the information retrieved.

55. (Previously Presented) The method of claim 21, wherein parsing the content of the information retrieved comprises:



63. (Previously Presented) The method of claim 21, wherein the content is a retrieved web page.

64. (Previously Presented) The method of claim 63, wherein parsing the content of the information retrieved comprises: analyzing terms within the web page and including the terms in the set of one or more topics if a frequency with which terms appear in the web page exceeds a threshold value.

65. (Previously Presented) The method of claim 64, wherein terms that are related to one or more topics in the set are determined and supplemented so as to include the related terms.

66. (Previously Presented) The method of claim 64, wherein parsing the content comprises analyzing terms within a title of the web page and including the terms in the set of one or more topics if the frequency with which terms appear in the title exceeds a threshold value.

67. (Previously Presented) The method of claim 64, wherein the step of parsing the content of the information retrieved comprises:

targeting ads for the web page based on text within the web page; and  
identifying a set of one or more topics based on a relevancy level.

68. (Previously Presented) The method of claim 67, wherein terms in the ads are assigned the level of relevancy based on a frequency with which the terms appear in the content of the information retrieved.







86. (Previously Presented) The method of claim 64, wherein the advertisement belongs to an advertiser, and wherein identifying targeting information comprises receiving a set of one or more topics from the advertiser.

87. (Currently Amended) The method of claim 64, wherein identifying targeting information comprises applying the relevancy rules in the data store to one or more topics based on the objects parsed from the content.

88. (Previously Presented) The method of claim 64, wherein identifying targeting information comprises generating a set of one or more topics for the advertisement based on text of queries on a search engine that yield a result that links to a web page on a web site to which the advertisement links.

89. (Currently Amended) A system for delivering ads to a user viewing content by operating a station connected to a computer network, ~~comprises~~comprising:

a server for storing the ads for delivery to the user operating the station connected to the computer network, the user station allowing the user to retrieve information containing content;

a memory ~~for identifying~~ containing a set of relevancy rules associated with an ad, said relevancy rules operable to indicate ~~indicating~~ a level of relevancy of the ad to the content of the information ~~free of information about the user~~; and

a module for accessing the information retrieved by the user, extracting that content based on its extracting rules, parsing the content of the information[[,]] ~~by~~ into objects and corresponding attributes, and targeting the ad to the content by applying the relevancy rules in the

data-store memory to the objects, free of information about the user, and directly sending the targeted ad to the station for display with the content.